



FY2002 Top 200 Users Survey Report

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PREFACE

TOP 200 USERS SURVEY REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since 1999. There are two surveys conducted:

Top 200 Users. Defined in terms of the dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200 users are surveyed. Surveys were conducted in FY 2000, FY 2001 and FY 2002.

Customer Satisfaction Survey. A random sample of all users not included in the Top 200 Survey. Surveys were conducted in FY 1999, FY 2001 and FY 2002.

In FY 2001, selected data elements from both surveys were combined into the 2001 Annual Survey Composite Data Report. A similar combined report is planned for FY 2002.

The DTIC Performance Report to the Defense Information Systems Agency (DISA) contains a report on overall customer satisfaction. This is derived from the Annual Survey Composite Data Report and reflects data from both the Top 200 Users Survey and the Customer Satisfaction Survey.

Top 200 Users Survey Results: How Do We Measure Up?

DTIC's Top 200 customer satisfaction scores continue to rise and surpass the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. See chart below for illustration:

Customer Service Elements	FY 2000 Top 200 Users Survey	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey
DTIC Composite Scores	76%	77%	82%
ACSI Federal Government Benchmark*	68.6%	68.6%	71.1%
DTIC Excels by	+7.4	+8.4	+10.9

*ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II

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FY 2002 Top 200 Users Data Summary

Part I: Introduction

Purpose: In June 2002, the Defense Technical Information Center (DTIC) conducted the FY 2002 Top 200 Users Survey. The purpose of the survey was to help DTIC (1) gauge the level of satisfaction among its core users and (2) identify possible areas for improving our products and services. This report describes the survey process, presents its results, and recommends actions identified by survey respondents. Specifically, this report summarizes the results of the FY 2002 Top 200 Users Survey. It also compares findings from the FY 2000 and FY 2001 Top 200 user data. Collectively, the report allows us to evaluate the following specific knowledge objectives:

- To improve customer retention
- To determine the perceived quality of products, service and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained fundamental knowledge objectives from our users, the FY 2002 Top 200 Users Survey was specifically designed by querying our core users in six (6) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Online Services
- DTIC Products and Services
- User Demographics
- Communication/Access and Information Requirements

With regard to these six (6) categories, users were asked to answer questions geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspects of DTIC's products (i.e., customer involvement, quality and access) as well as adequate, useful and prompt information distribution.

Methodology: Web-based and email surveys were the primary collection methods selected for this effort. One-on-one telephone interviews were used to gather contact information and, on occasion, conduct telephone surveys. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates.

The survey population universe for this effort was 218. The "Top 200" users were extracted from the total number of DTIC registered users based on total dollar amount spent on DTIC products and services, total number of documents ordered, and total number of document downloads (excluding those documents downloaded from Public STINET). Those users with the highest figures were selected and considered to be our "core users." Statistically, the survey results are valid with a survey population of 218 users, a return rate of 15 percent, a confidence level of 95 percent and a 35 percent error tolerance. After 4 contact attempts, only 144 users were reached. The following are possible reasons:

- Email address on file not valid
- User no longer at email address
- Increased security due to 911 shut down of agency email systems
- Server problems for recipient or originator

Important Note: When considering the results of **Part I** of the survey process, it is important to recognize not only the characteristics of the core customers who could not be surveyed due to lack of valid contact information, but also the 85 percent of Top 200 registered users who either did not get the survey or who did not respond. Analysis of the survey results will always need to be tempered by considerations of who did and who did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Comparative Analysis of DTIC Users FY 2001 Operational Data:

The Top 200 users represent the single best source for our continued growth. To put this into perspective, look at our Top 200 users' impact on DTIC's FY 2001 business results. Core users account for 80 percent of DTIC's total billing, more than half of documents ordered and nearly half of documents downloaded. These significant findings are illustrated in Fig 1.1. The chart breaks down the total FY 2001 billing and shows the importance of core customers to our overall operational performance. Note: Last year's (FY 2000) core users represented 86 percent of DTIC's total billing.

Comparative Analysis of DTIC Users Annual Billing, Ordered, Download Documents			
DTIC Operational Data	All DTIC Customers	Top 200 (219 actual users)	Overall % (Scale: 1-100)
FY 2001 Billing	\$547,141	\$440,124	80%
Documents Ordered	436,304	247,378	57%
Documents Downloads*	5271	2351	45%

*Note: Excluding those documents downloaded from Public STINET

Fig 1.1

Overall Findings

(Data relevant to the overall findings below are detailed in Appendix B)

Customer Service Issues

- ◆ Eighty-two percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(reference page 41)*
- ◆ The customer satisfaction service score has shown an upward trend in comparison to previous years. *(reference page 41)*

Online Services (Public STINET, Secure STINET, Web-Enabled DROLS, Classified DROLS)

- ◆ WED and Public STINET remain the most widely used DTIC Online Services. *(reference page 42)*
- ◆ Overall customer satisfaction score for DTIC online services remained the same as last year at 72 percent. *(reference page 47-48)*
- ◆ Secure STINET rated the highest overall in customer quality ranking factors (78.8 percent). *(reference page 48)*

Other DTIC Products and Services

- ◆ Other than Online Services, the most widely used DTIC product or service is TR Database on CD ROM (70 percent usage rate). *(reference page 49)*

- ◆ Overall customer satisfaction score for "Other DTIC products and services" is up slightly from last year to 78 percent. *(reference page 50)*
- ◆ CAB scored the highest for overall performance rating for "Other DTIC products and services" at 91 percent. *(reference page 50)*

User Demographics

- ◆ The majority of respondents were DOD employees. *(reference page 52)*
- ◆ Seventy-one percent of users responding were Librarians. *(reference page 52)*
- ◆ The vast majority of core users reported that they primarily act as information providers to others. *(reference page 53)*
- ◆ A significant majority of users reported being registered with DTIC for six or more years. *(reference page 53)*

Communication/Access

- ◆ The vast majority of users find that their informational needs are being met by searching DTIC's collection. *(reference page 53)*
- ◆ The telephone is the preferred method for contacting DTIC. *(reference page 53)*
- ◆ The vast majority of customers reported that it is very important to extremely important to speak with a "live person" when calling DTIC. *(reference page 53)*
- ◆ More than half of the Top users prefer email as the primary means of receiving informational updates. *(reference page 55)*
- ◆ About half of the Top users acquire DTIC documents by Internet/online. *(reference page 55)*

Marketing Communication

- ◆ Users reported that they are satisfied that DTIC does an adequate job in communicating (transmitting/mailling) information about new changes in and/or enhanced products and services offerings, training opportunities, etc. (*reference page 54-55*)
- ◆ The majority of respondents reported reading the DTIC DIGEST. (*reference page 55*)
- ◆ More than half of all respondents prefer the hardcopy version of the DTIC DIGEST to the electronic version. (*reference page 55*)

General Findings

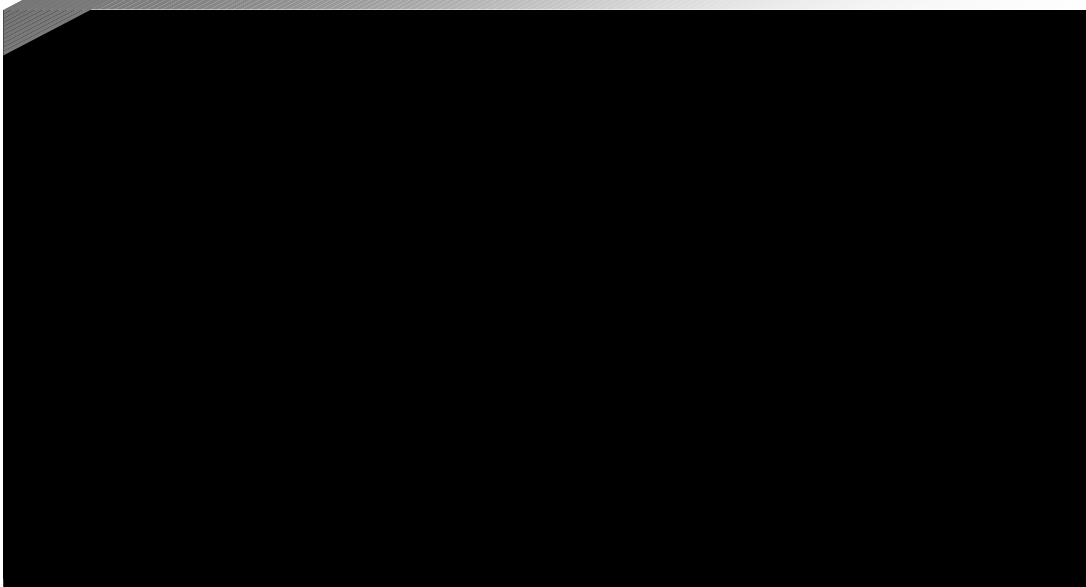
- ◆ Core users continue to highly rate the importance of DTIC to the accomplishment of their business objectives. (*reference page 41*)
- ◆ Users reported that DTIC has a high to very high impact in supporting their overall mission. (*reference page 41*)
- ◆ An impressive 100 percent of core user respondents would recommend DTIC to colleagues. (*reference page 41*)

**Part II: Global Customer Service
Performance Rating Review**

Overall Customer Satisfaction Performance Ratings:

DTIC's overall customer care performance received a very high mark. A majority of core users (82 percent) reported that they were satisfied with the level of DTIC's customer care. It is also important to note that the FY 2002 aggregate composite score is up by 5 points, from 77 percent, since last year. Fig 2.1 below reflects customer service performance over a three-year period:

**Comparative Analysis of Customer
Satisfaction (Customer Care) Performance Rating**



DTIC's Overall Customer Care Quality Factors/Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	Performance Gap
Accessibility (Easy to access staff)	63%	72%	+9
Accuracy (Provided correct info)	80%	82%	+2
Courtesy	86%	88%	+2
Helpfulness	85%	86%	+1
Knowledge	81%	83%	+2
Professionalism	84%	86%	+2
Responsiveness(Timely response)	69%	78%	+9
Speed of Service	70%	78%	+8
Overall Rating	77%	82%	

Fig 2. 2

Comparative Benchmarking-Comparison to American Customer Satisfaction Index (ACSI)

DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2001 Federal Government American Customer Satisfaction Index (ACSI)**, which surveys 53 different customer groups from 39 different Federal government agencies.
- The 2001 December aggregate ACSI score for the Federal Government is 71.1 percent, up 3.5 points from 68.6 percent since last year.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- DTIC's FY 2002 Overall Top 200 Users Customer Satisfaction composite score is 82 percent.
- When measured in terms of the 2001 ACSI, it is above the established federal baseline/benchmark score by +10.9 points. **Note: FY 2002 DTIC baseline customer satisfaction performance score is 82 percent (FY 2002 Top 200 users and FY 2002 Customer Satisfaction integrated composite score).**

Customer Service Elements	FY 2000 Top 200 Users Survey	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey
DTIC Composite Scores	76%	77%	82%
ACSI Federal Government Benchmark*	68.6%	68.6%	71.1%
DTIC Excels by	+7.4	+8.4	+10.9

*ACSI is the official service quality benchmark for the Federal Government

Fig 2.3

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Core users continue to highly rate the importance of DTIC to the accomplishment of their business objectives (90 percent). This finding can be supported by the fact that 85 percent of core users communicated the importance of DTIC's impact in supporting their overall mission. See graphs below (Fig 2.4 and 2.5) for more details.

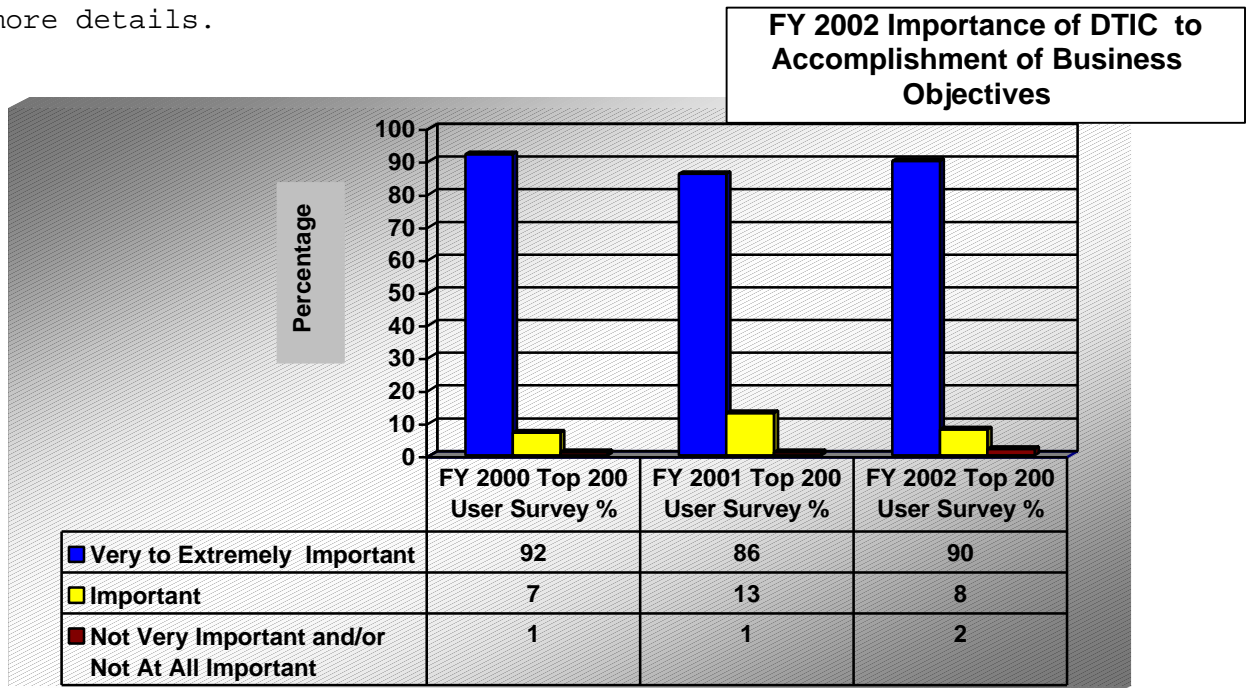


Fig 2.4

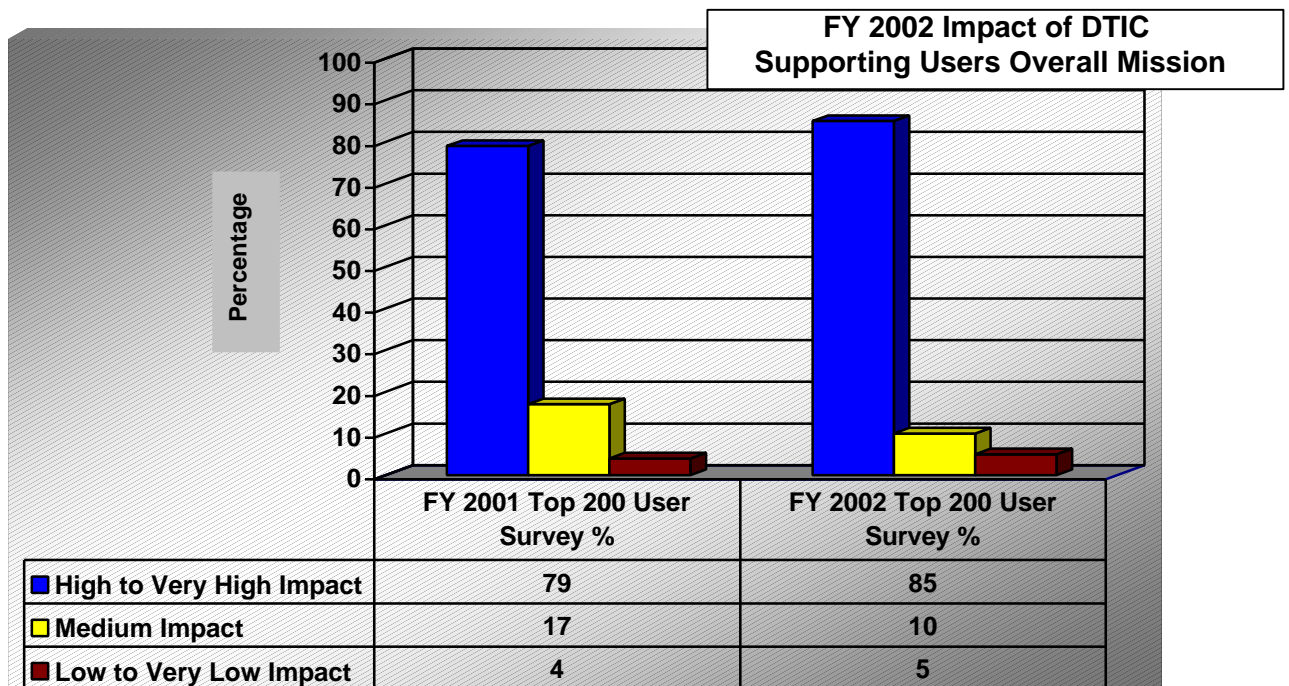
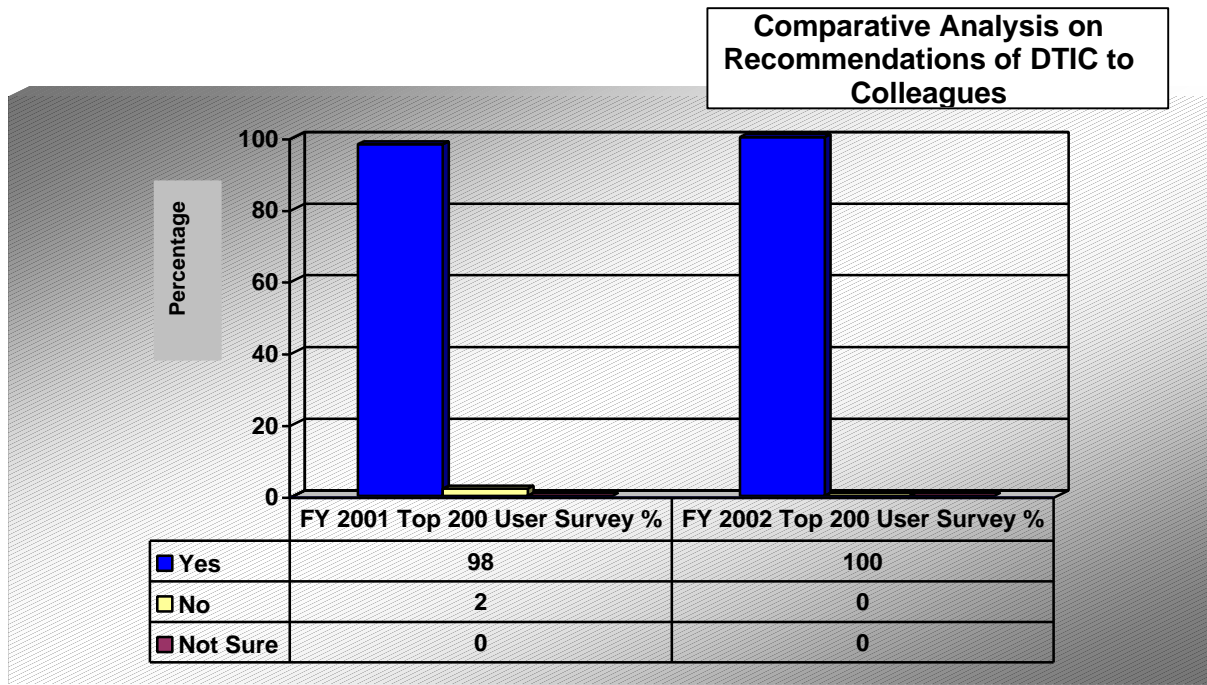


Fig 2.5

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

An impressive 100 percent of core user respondents would recommend DTIC to colleagues. This high number is consistent with the supported written comments from respondents indicating their need and support for DTIC's type of services. See **Part VII** for a sampling of supportive user comments.

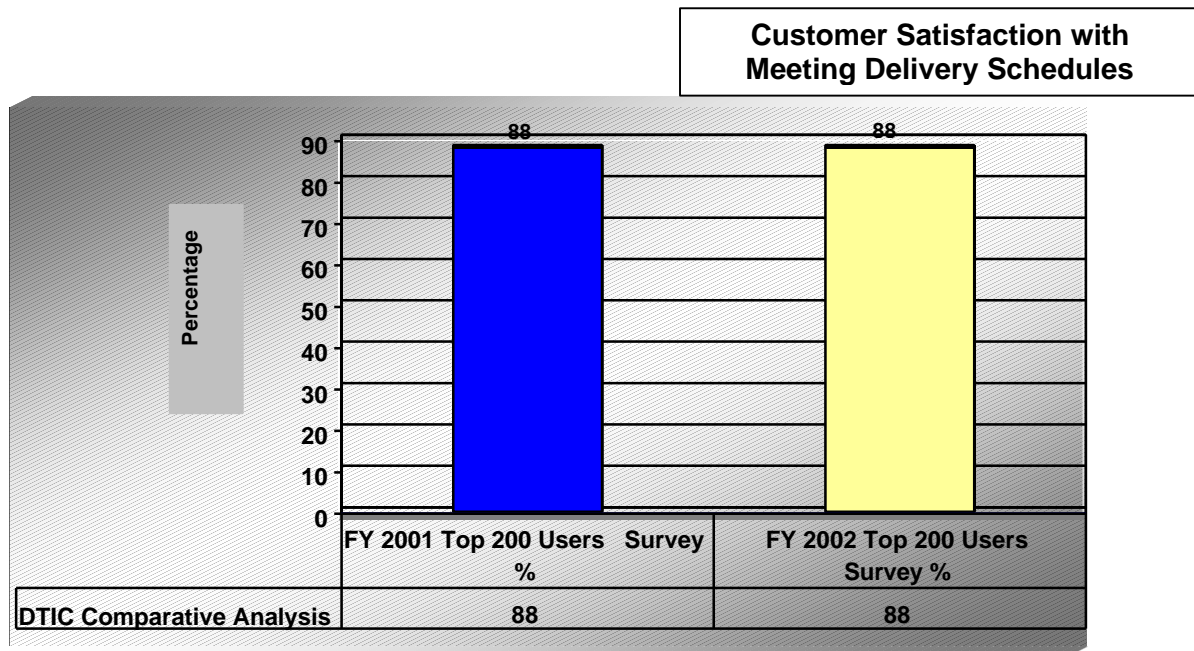


Note: FY 2000 - no comparable data are available

Fig 2.6

Delivery Processes:

Users responding to the FY 2002 Top 200 Users Survey reported the following regarding satisfaction with DTIC meeting anticipated delivery schedules:



Note: FY 2000 - no comparable data are available

Fig 2.7

Customer Satisfaction with Meeting Delivery Schedules	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey
Every time to most of the time	88%	88%
About Half the time	12%	12%
Never to less than half	0%	0%
Download documents themselves (Do not order documents)	N/A*	0%

*Data not gathered in previous survey

Fig 2.8

There was some concern that postal operations disrupted by the anthrax contamination last fall might have reduced satisfaction with DTIC delivery of reports, but this did not seem to have an impact.

It is interesting that no Top 200 respondents reported downloading documents **instead** of ordering hardcopy, though they did download documents **in addition to** ordering hardcopy.

Part III: DTIC Online Services

Based on results of the FY 2002 Top 200 Users Survey, the most widely used online services DTIC has to offer are WED and Public STINET as shown by an 84 percent usage profile for both services. Results from the FY 2001 Top 200 Users Survey indicated product usage profile remained basically the same with WED having the greatest number of users (76 percent) followed by Public STINET (68 percent). Of the users responding, usage of all online services has increased. Most services are showing at least an 8 percentage point increase in usage with Secure STINET showing the greatest increase (16.5 percentage point increase).

Online Service Usage Profile

Service	FY 2001 Top 200 Users Survey Usage	FY 2002 Top 200 Users Survey Usage	% Point Increase
Public STINET	67.7%	83.7%	+16.0
Secure STINET	63.0%	79.5%	+16.5
WED (formerly Unclassified DROLS)	76.3%	84.4%	+8.1
Classified DROLS	23.7%	37.9%	+14.2

Note: Comparable data are not available for FY 2000

Fig 3.1

For those users responding to the survey, detailed products and services usage is provided as follows including a breakdown for the top 3 user groups.

Note: The FY 2002 top job positions in which the Top 200 User survey respondents categorized themselves are (1) Librarian, (2) Technical Information Specialist, (3) Researcher/Analyst/Program Manager, and (4) Scientist. Both Researcher/Analysts and Scientists have the same score (4 percent). Since comparisons of the top 3 job positions have been reported in recent years, survey results are being reported for Librarians, Technical Information Specialists, and Researcher/Analysts in order to have comparable data. See **Part V - Demographics** for details.

Users responding to the FY 2002 Top 200 Users Survey were asked to rate the level of online service using several quality factors. The following identifies the online service quality rating segmented by the top three user groups, Librarians, Technical Information Specialists, and Researcher/Analysts. Note: For Figures 3.4 through 3.9, and 4.2 through 4.10, the count of respondents in some categories is small, at times resulting in large percentage shifts.

Accessibility Overall Ratings:

- 76 percent of Users rated accessibility as "Very Good" to "Excellent"
- 15 percent as "Good"
- 9 percent as "Fair" to "Poor"

**Analysis of DTIC's Online Services Performance Rating -
Accessibility (Access to site)**

FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	76%	15%	9%
Librarian	74%	19%	7%
Technical Information Specialist	83%	0%	17%
Researcher/Analyst	63%	37%	0%

Fig 3.4

Ease of Use (Navigating the site) Overall Ratings:

- 65 percent of users rated navigation as "Very Good" to "Excellent"
- 23 percent as "Good"
- 12 percent as "Fair"

**Analysis of DTIC's Online Services Performance Rating - Ease of
Use (Navigating the Site)**

FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	65%	23%	12%
Librarian	58%	31%	11%
Technical Information Specialist	83%	0%	17%
Researcher/Analyst	88%	12%	0%

Fig 3.5

Content Overall Rating:

- 78 percent of users rated content as "Very Good" to "Excellent"
- 13 percent as "Good"
- 9 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating - Content
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FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	78%	13%	9%
Librarian	77%	17%	6%
Technical Information Specialist	78%	5%	17%
Researcher/Analyst	100%	0%	0%

Fig 3.6**Organization Overall Rating:**

- 63 percent of users rated organization as "Very Good" to "Excellent"
- 26 percent as "Good"
- 11 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating - Organization

FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	63%	26%	11%
Librarian	56%	35%	9%
Technical Information Specialist	78%	5%	17%
Researcher/Analyst	100%	0%	0%

Fig 3.7**Usability Overall Rating:**

- 77 percent of users rated usability as "Very Good" to "Excellent"
- 13 percent as "Good"
- 10 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating - Usability
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FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	77%	13%	10%
Librarian	74%	18%	7%
Technical Information Specialist	83%	0%	17%
Researcher/Analyst	100%	0%	0%

Fig 3.8

Customer Support Overall Rating:

- 69 percent of users rated customer support as "Very Good" to "Excellent"
- 8 percent as "Good"
- 23 percent as "Fair"

Analysis of DTIC's Online Services Performance Rating - Customer Support

FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	69%	8%	23%
Librarian	66%	10%	23%
Technical Information Specialist	37%	10%	53%
Researcher/Analyst	63%	0%	37%

Fig 3.9

Comparative Analysis of DTIC's Individual Online Services Rating

FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Public STINET	71%	20%	9%
Secure STINET	83%	12%	5%
WED	75%	15%	10%
Classified DROLS	56%	19 %	25%
Overall Rating	72%	16 %	12%
FY 2001 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Public STINET	69%	24%	7%
Secure STINET	71%	23%	6%
WED	79%	16%	5%
Classified DROLS	68%	18%	14%
Overall Rating	72%	20%	8%

Fig 3.10

Performance of Individual Online Services:

Figures 3.11 to 3.14 depict the overall rating of various quality factors for each online service for the FY 2002 Top 200 Users Survey.

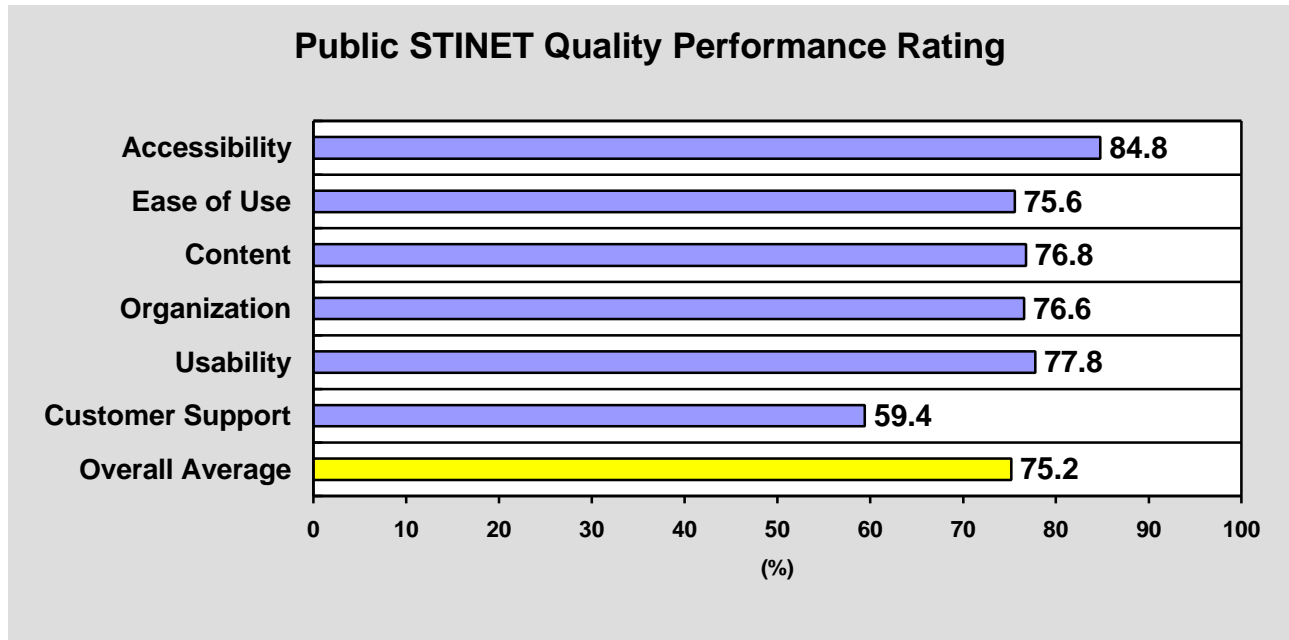


Fig 3.11

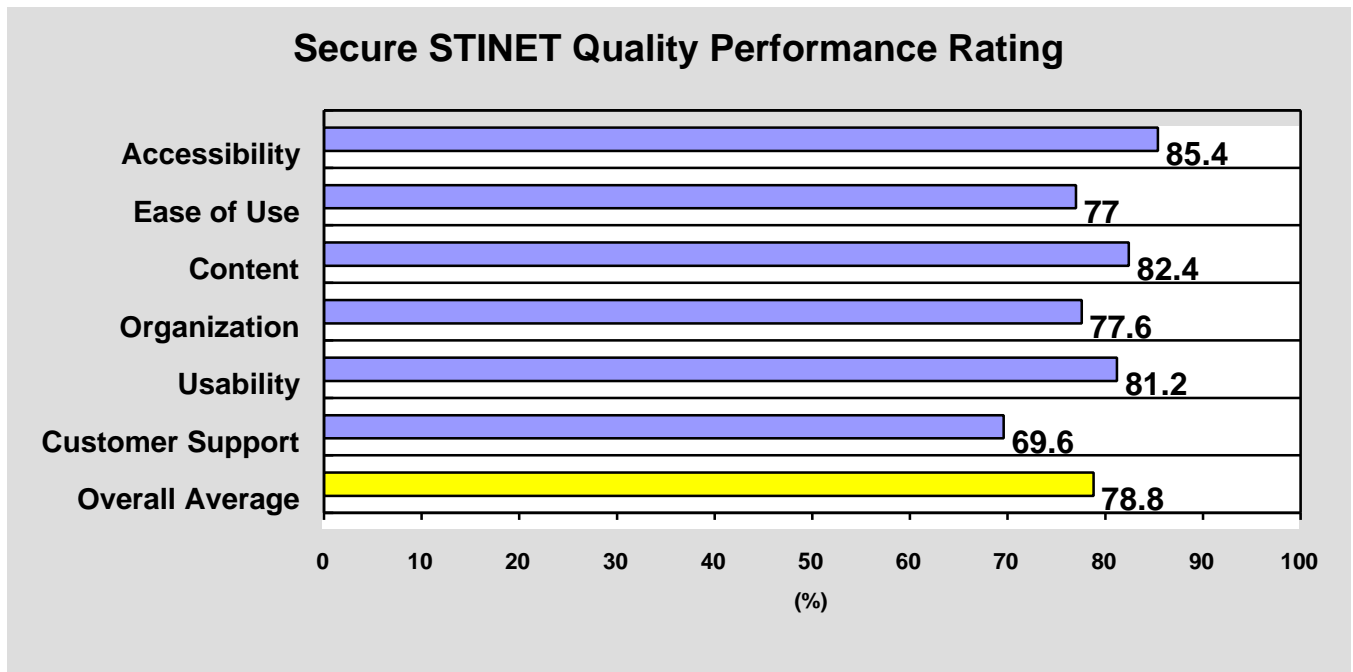


Fig 3.12

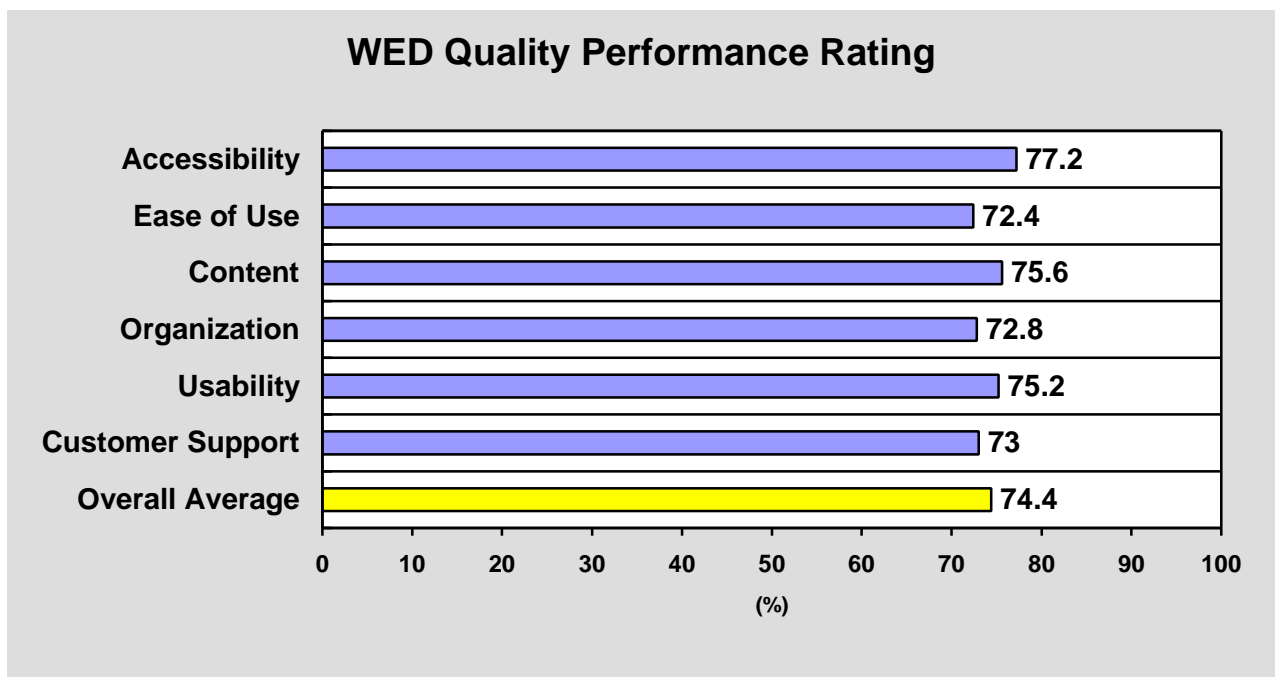


Fig 3.13

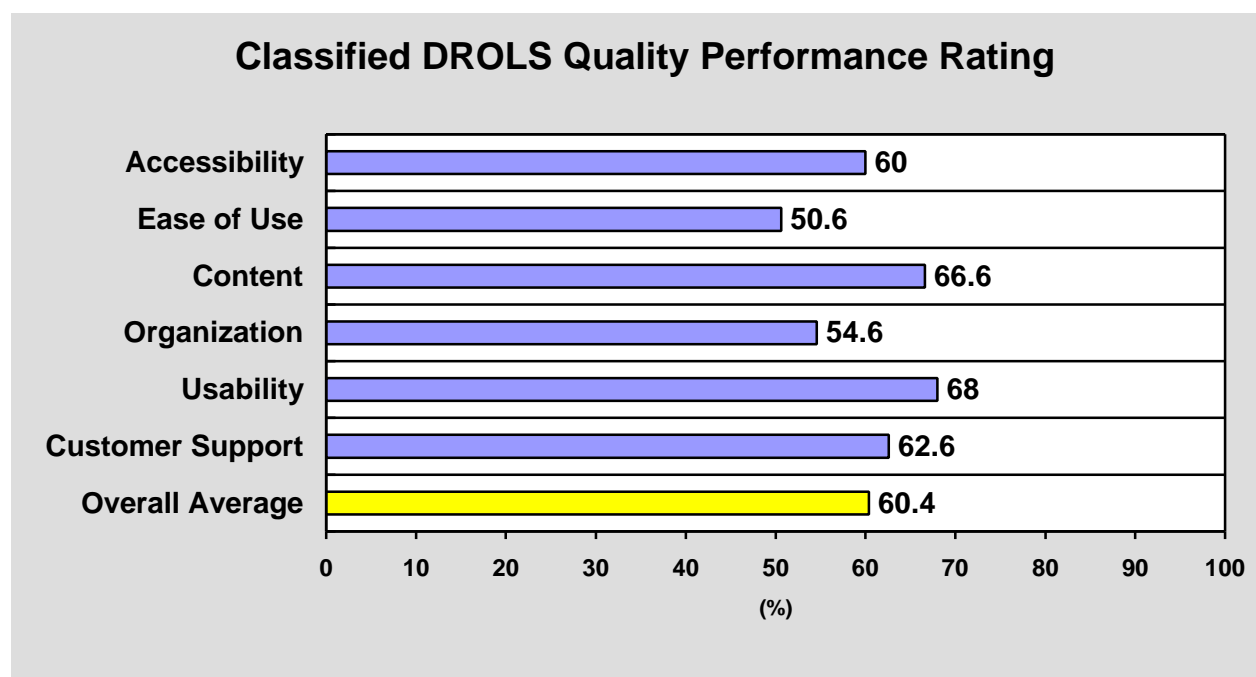


Fig 3.14

Part IV: DTIC's Other Products and Services Usage Profile

The most widely used product or service DTIC has to offer is the TR Database on CD-ROM as shown by a 70 percent usage profile, followed by the DTIC Review and ECAB at 58 percent and 50 percent respectively. Although the data for the FY 2001 Top 200 Users Survey is limited, the results indicate product usage profiles remained basically the same with TR Database on CD ROM and ECAB having the greatest number of users as can be seen in Figure 4.1. Of the users responding, it appears usage of all DTIC products and services has increased. Most products are showing at least a 5 percentage point increase in product/service usage with the DTIC Review showing the greatest increase (34.1 percentage point increase).

Products and Services Usage Profile

Service/Usage	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	% Point Increase
ADD	28.9%	34.5%	+5.6
CAB	30.1%	40%	+9.9
ECAB	40.5%	50%	+9.5
Research Summaries	N/A*	43.3%	N/A*
Automatic Magnetic Tape Dist.	N/A*	0%	N/A*
TR Database CD-ROM	45.1%	70.3%	+25.2
Retrospective Bibliography Magnetic Tape	N/A*	3.8%	N/A*
The DTIC Review	24.4%	58.1%	+33.7
TRAIL	N/A*	28%	N/A*

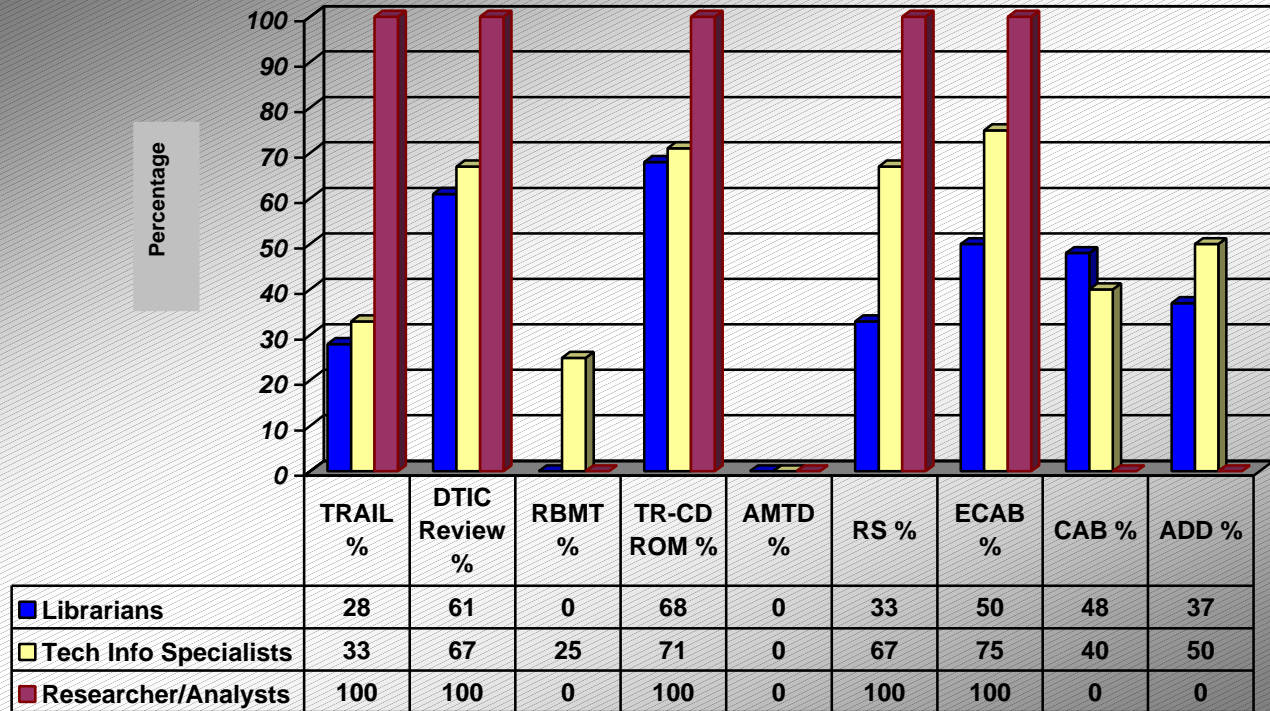
*Data not gathered in previous survey

Fig 4.1

For those users responding to the survey, detailed product and service usage data is provided as follows including a breakdown for the top 3 job positions.

Note: The FY 2002 top job positions in which the Top 200 Users survey respondents categorized themselves are (1) Librarian, (2) Technical Information Specialist, (3) Researcher/Analyst/Program Manager, and (4) Scientist. Both Researcher/Analysts and Scientists have the same score (4 percent). Since comparisons of the top 3 job positions have been reported in recent years, survey results are being reported for Librarians, Technical Information Specialists, and Researcher/Analysts in order to have comparable data. See **Part V - Demographics** for details.

FY 2002 Comparison of Product & Service Usage for Top 3 User Groups

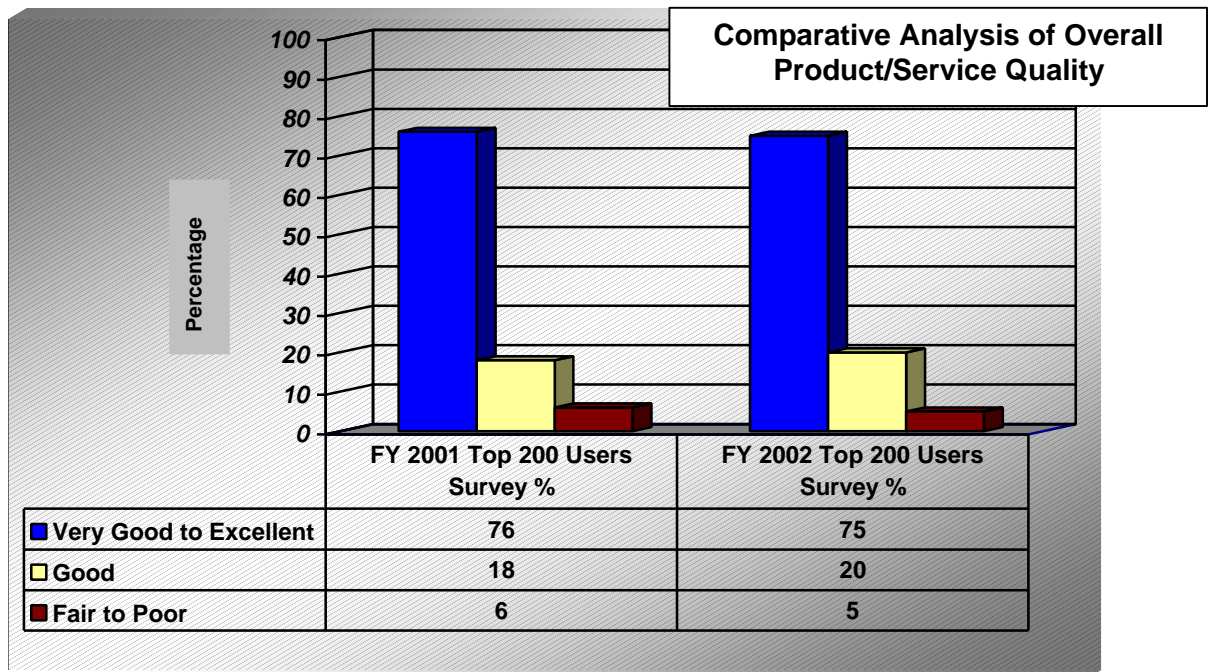


Note: % Totals may not equal 100%

Fig 4.2

Overall Product/Service Quality and Performance:

For the FY 2002 users responding to the survey, the composite products and services overall quality satisfaction profile showed 75 percent rating "Very Good" to "Excellent," 20 percent as "Good," and 5 percent as "Fair" to "Poor," for an overall rating of 78 percent. Ratings were similar in FY 2001 showing 76 percent as "Very Good" to "Excellent," 18 percent as good, and 6 percent as "Fair" to "Poor." The overall quality satisfaction rating for the FY 2001 survey was 75 percent. It should be noted that the composite rating for FY 2001 included only four DTIC products and services: ADD, CAB, ECAB/ECAB Docs and TR Database on CD ROM. The products and services list comprising the composite rating for FY 2002 was more extensive (seven products & services rated).



Note: Comparable data are not available for FY 2000

Fig 4.3

User Satisfaction with Individual Products and Services:

Individually, in FY 2002 the products and services receiving the highest marks for overall quality satisfaction were CAB (91 percent), ADD (89 percent) and the DTIC Review (80 percent). Individual products and services ratings were not available for FY 2001 and 1999. Detailed information for several DTIC products and services is provided below. Note that although the ratings by Researcher/Analysts are high for most DTIC Products and Services, the data typically reflects the opinion of only one respondent.

Automatic Document Distribution (ADD):

- 82 percent of users rated ADD as "Very Good" to "Excellent"
- 18 percent as "Good"
- 0 percent as "Fair"

Analysis of Products & Services Performance Rating - ADD

FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	81.8%	18.2%	0%
Librarian	75.0%	25.0%	0%
Technical Information Specialist	100%	0%	0%
Researcher/Analyst	0%	0%	0%

Fig 4.4

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- CAB
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0%
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0%
0%

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- ECAB
Unfavorable
20.0%
18.20%
33.3%
0%

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6

Research
Unfavorable%
0%
0%

Technical Report (TR) Database CD-ROM:

- 81 percent of users rated the TR Database on CD-ROM as "Very Good" to "Excellent"
- 19 percent as "Good"
- 0 percent as "Fair"

Analysis of Products & Services Performance Rating - TR Database CD-ROM

FY 2002 Top 200 Users Survey	Favorable%	Neutral%	Unfavorable%
Overall	80.8%	19.2%	0%
Librarian	76.5%	23.5%	0%
Technical Information Specialist	80%	20%	0%
Researcher/Analyst	100%	0%	0%

Fig 4.8**The DTIC Review:**

- 88 percent of users rated the DTIC Review as "Very Good" to "Excellent"
- 12 percent as "Good"
- 0 percent as "Fair"

Analysis of Products & Services Performance Rating - The DTIC Review

FY 2002 Top 200 Users Survey	Favorable%	Neutral%	Unfavorable%
Overall	88.2%	11.8%	0%
Librarian	83.3%	16.7%	0%
Technical Information Specialist	100%	0%	0%
Researcher/Analyst	100%	0%	0%

Fig 4.9**Technical Report Automated Information List (TRAIL):**

- 57 percent of users rated TRAIL as "Very Good" to "Excellent"
- 29 percent as "Good"
- 14 percent as "Fair"

Analysis of Products & Services Performance Rating - TRAIL

FY 2002 Top 200 Users Survey	Favorable%	Neutral%	Unfavorable%
Overall	57.1%	28.6%	14.3%
Librarian	40%	40%	200%
Technical Information Specialist	100%	0%	0%
Researcher/Analyst	100%	0%	0%

Fig 4.10

Part V: User Demographics

Job Position Status and Organization Type:

The customer profile in this survey represents five (5) organizational groups and seven (7) job positions, the distribution of which is shown in Figures 5.1 and 5.2. Aspects of the FY 2001 and FY 2002 Top 200 Users Surveys showed similar organizational status percentages, indicating that the majority of respondents were affiliated with the DOD community (60 percent). The response rate for the Industry (Gov't Contractors, Corporate, etc.) was 12 percentage points lower than last year. Overall, the respondent's top four (4) organization types remain consistent from previous surveyed years.

User Organization Type

Organization	FY 2000 Top 200 Users Survey	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey
DOD-Military Services Agencies	51%	57%	60%
Gov't. Contract/Industry	45%	33%	21%
Non-DOD Federal Gov't.	2%	5%	8%
Academia: College/Univ.	2%	5%	8%
HBCU/MI	N/A*	N/A*	0%
Other	0%	0%	3%

*Data not gathered in previous survey

Fig 5.1

FY 2002 findings show a slight change with last year's top three (3) job position categories, noting that this year we have no Engineers as respondents. This year, a majority of the respondents classified their job position as Librarian (71 percent) with Technical Information Specialists following at 13 percent. FY 2002 survey findings show Librarians represent a 12 percentage point increase in comparison to FY 2001 survey findings. Researcher/Analysts and Scientists were listed as the next two job positions with 4 percent of respondents each.

Job Position	FY 2000 Top 200 Users Survey	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey
Librarian	72%*	57%*	71%*
Technical Info Specialist	11%*	12%*	13%*
Researcher/Analyst/Program Manager	7%*	10%	4%*
Scientist	1%	3%	4%*
Engineer	1%	11%*	0
Contracting Officer	1%	0	0
Resource Management/Financial/ Budget Analyst	1%	0	2%
Security	1%	5%	N/A**
Other	5%	2%	6%

*Note: Highlights indicate the Top 200 users job position of each surveyed year

**Data not gathered in previous survey

Fig 5.2

Intermediary vs. End Users:

The two categories listed in the chart below reflect areas on how our users acquire scientific and technical information. The FY 2002 Top 200 Users Survey shows a continuing trend of our users primarily acting as information providers to others as illustrated in Fig 5.3. It is noteworthy that FY 2002 survey data showed 94 percent of the DOD respondents and 73 percent of the Industry respondents overwhelmingly reported themselves as information providers to others.



Part VI: Communications, Access and Information Requirements

Information Needs:

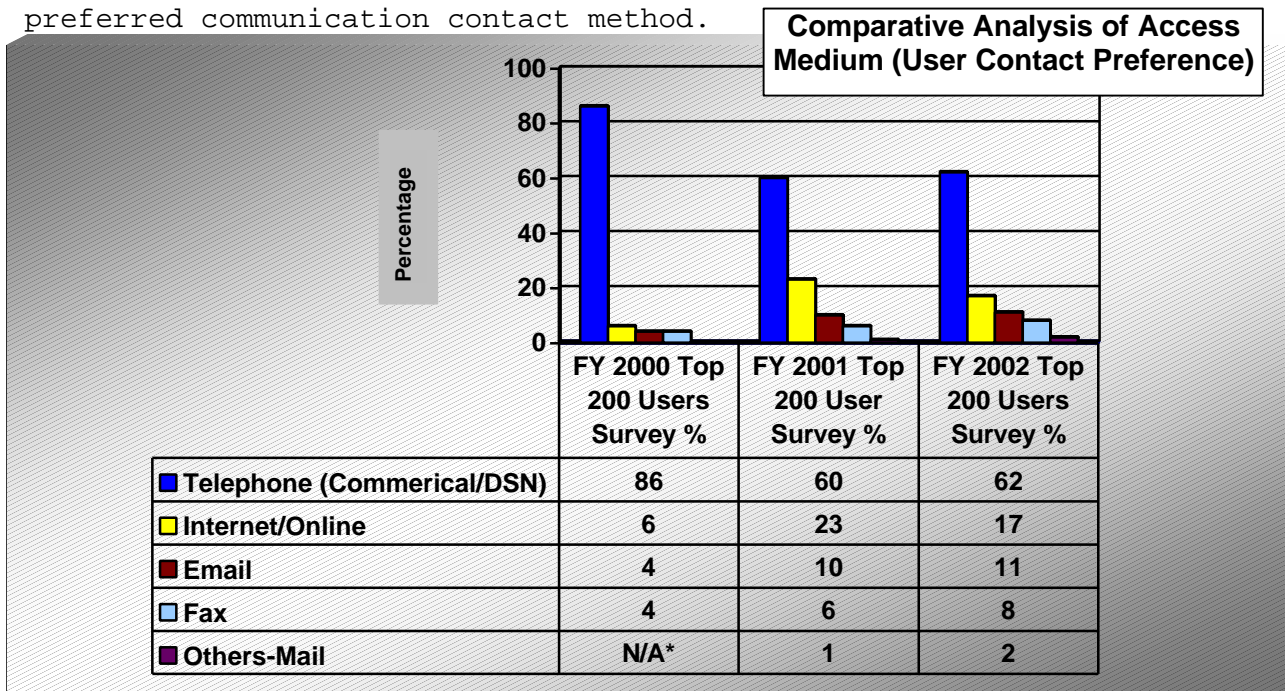
The vast majority of users (96 percent) reported a high level of satisfaction with their information needs being met by searching DTIC's collections. However, they do express continual need for full text online publications. It is also interesting to note that this year, respondents appear to be asking for older reports; some gave specifics, but the majority responded with just a request for older information. See below for the top four informational needs expressed by the respondents.

- Full text access
- Older full text online publications
- Old Publications-(on Biological/Chemical Warfare, Nuclear Weapons)
- Homeland Security

Note: These four (4) subject areas (information needs) identified above were the result of respondent's most frequently mentioned write-ins.

Communication Preferences and Satisfaction:

Aspects of the FY 2001 and FY 2002 Top 200 Users survey findings show similar medium preference percentages from the respondents. In fact, the survey data appears to be very similar to last year's results. The majority of respondents still use the telephone as the preferred method (62 percent) for contacting DTIC. It is important to note that despite the slight decrease in internet/online preference, it still remains the second preferred communication contact method.



* Data were not gathered in previous survey

Fig 6.1

Importance of Talking to a "Live Person":

FY 2002 survey findings continue the trend of respondent's preference to speak to a "live person" when contacting DTIC (84 percent). This finding provides additional support to the concept that the majority of our respondent's preferred "live person" telephone contacts.

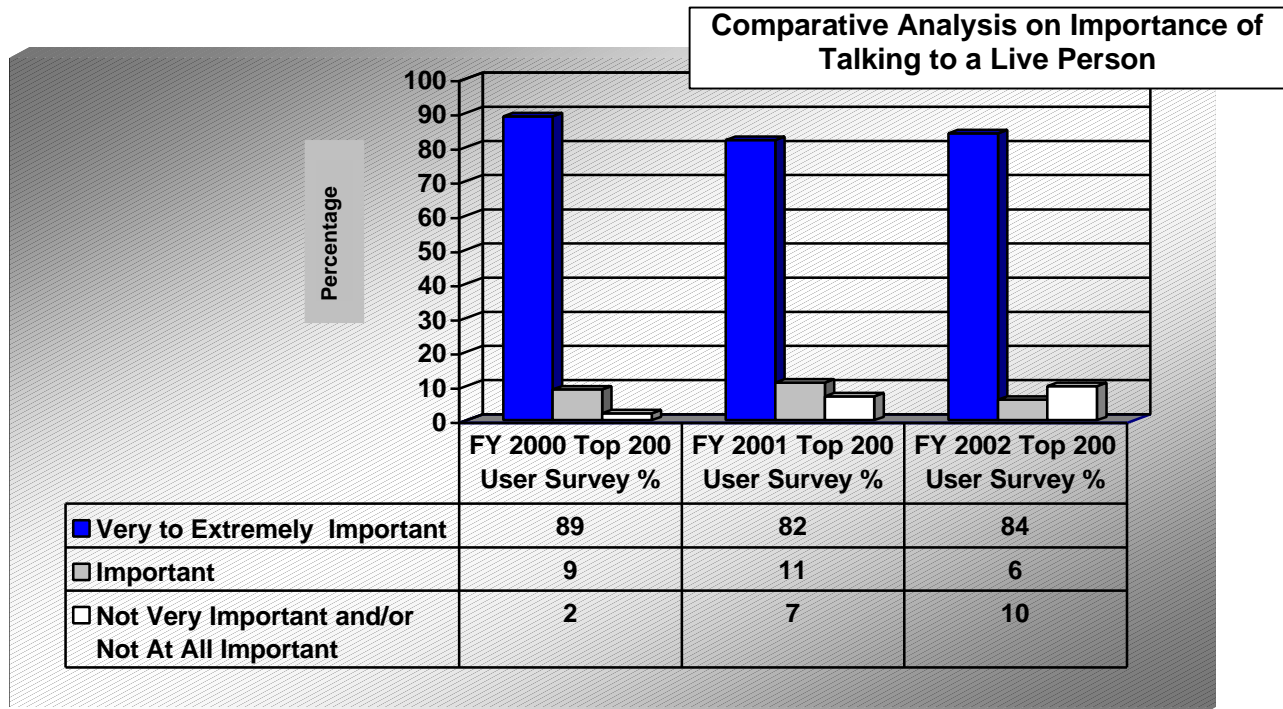


Fig 6.2

Effectiveness of Corporate Communications:

The data contained in Fig 6.3 below describes the effectiveness of DTIC's marketing communication efforts. In other words, "How well do we get the word out?" When users were asked this question, a majority of our respondents (88 percent) revealed that DTIC does an adequate job in communicating (transmitting/mailing) information about new changes in and/or enhanced products and services offerings, training opportunities, etc. This finding is consistent from previous surveyed years. In the past two years, DTIC has sharply reduced its use of paper-based communication through the mail.

Comparative Analysis on Effectiveness of Corporate Communication

FY 2000 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service Changes	95	1	4
Product /Service Changes	94	3	3
Ordering Documents	81	7	12
Training Opportunities	75	3	22
Submitting Documents	48	4	48
Overall Rating	78%	4%	18%
FY 2001 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service Changes	92	2	6
Product/Service Changes	91	6	3
Submitting Documents	63	7	30
Training Opportunities	87	0	13
Ordering Documents	93	0	7
System Disruptions/Downtime	82	2	16
Overall Rating	85%	3%	12%
FY 2002 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service Changes	94	2	4
Product/Service Changes	90	2	8
Submitting Documents	68	27	7
Training Opportunities	90	8	2
Ordering Documents	92	6	2
System Disruptions/Downtime	92	6	2
Overall Rating	88%	8%	4%

Fig 6.3

When asked to identify how they would most like to be informed about DTIC products/services, updates, etc., users responded as follows:

- 58 percent preferred Email
- 27 percent preferred Electronic Mailing List (listservs)
- 9 percent preferred Mail
- 4 percent preferred Web Site
- 2 percent preferred Fax

It should be noted that "submitting documents" is often done by a different organizational element than that represented by the respondent.

